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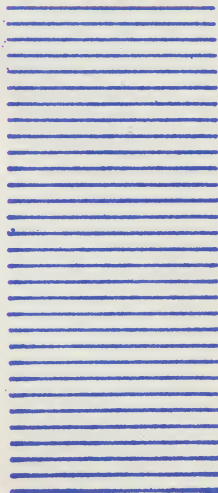
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...The Reporter is just the magazine you
need to fill the gaps in your reading.

Dear Reader:

It's true.

Even if you did fit the improbable profile above,
you'd still need The Reporter to help you separate the
wheat from the endless verbal chaff.

To pinpoint and clarify the important issues. To
give you the indispensable information you need to form
balanced opinions of your own -- long before you'd find
it in the news magazines and newspapers. (That is, if
you find it there at all.)

These are some of the reasons why Presidents
read The Reporter. And more than a third of
U. S. Senators subscribe also.

These key men need perceptive commentary on world
and national events by brilliant, informed, fiercely
independent analysts.

They need, in short, a magazine that isn't afraid
to raise the dust of controversy when it needs raising

in the interests of the nation.

Only The Reporter could attract such an oddly-assorted band of adherents as the CIA, Walter Cronkite, Prime Minister Pearson, Ogden Nash, Rebecca West, The Foreign Service Journal, Bill Mauldin -- and more than 200,000 other Republicans, Democrats, Independents, and Mavericks.

You see, in spite of real differences, all Reporter readers have several things in common. They like fresh thoughts, and they like to think things through.

If you're like them, you'll like The Reporter.

Because The Reporter specializes in new facts and new ideas: it is in favor of this, opposed to that -- but it always supports its conclusions carefully, responsibly ... with reason and documentation.

You may agree with us, or disagree violently. But I can promise you you'll never be bored by what we have to say.

A lot of fur has flown our way in the past 17 years. And very little of it has flown for nothing. Reporter articles have initiated a good many important government investigations and actions -- and a gratifying number of our pronouncements have gone on to become the verdict of history.

Back in 1950, for example, The Reporter took on Joseph McCarthy when almost everyone else was looking the other way.

More recently, Reporter readers were the first to learn that Russia's merchant fleet will surpass America's by 1980 ... that the vitamin healing business milks 10 million Americans of \$500 million every year ... that the Communists have formed a master plan to accelerate subversion and guerrilla warfare in this hemisphere....

And these are but a few of the important "first-to-know" articles that have always kept readers of The Reporter in the vanguard of enlightened public opinion.

But before you get the idea that politics and econom-

ics are the only fare served by The Reporter, let me add:

Books. Art. Music. Stage. Big Screen. Little Screen (TV). You name the art form, and it's covered interestingly by The Reporter.

We publish original fiction and poetry.

And fun too. Biting social satire. Even a special "Acrostickler" puzzle in every issue. And cartoons -- some pointed, some nasty, most outrageous.

What about the people who create The Reporter? Who are they? What makes them able to turn out a magazine that's won 32 major journalism awards? A magazine '71 out of 83 Washington correspondents voted "most fair and most reliable" among all magazines reporting on public affairs?

Founder-Editor-Publisher is Max Ascoli. As a young man in his native Italy, he vigorously opposed Mussolini -- and was jailed. Ever since becoming an American citizen in the 30's, he has continued to write in defense of freedom here. He founded The Reporter in that spirit, and its fiercely independent point of view stems from his belief that America is the place where the fight for freedom can be pursued most effectively -- for America has the power to make freedom work.

The writers who produce much of The Reporter are seasoned, talented journalists. Since many of them grew up with us, we're especially proud to note that so many have achieved considerable fame.

Take Washington Editor Meg Greenfield, for instance. Or Paris correspondent Edmond Taylor, Eastern Europe correspondent George Bailey, Mediterranean correspondent Claire Sterling, Southeast Asia correspondent Denis Warner.

As I pointed out at the very beginning of this letter, The Reporter is essential to anyone who feels the need to know.

If you need to know, then this is the best possible time for you to try The Reporter: the enclosed card will bring you a full

year's subscription at HALF PRICE.

Only \$3.50 for 24 fortnightly issues. (It would be \$7.00 at the regular subscription rate, \$8.40 at newsstand prices.) Further, you need not pay for your subscription until after you begin reading The Reporter.

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George Hinckley

George Hinckley
Circulation Manager

GH:SB

P.S. If you are now a subscriber, we beg your pardon. Perhaps you would like to pass my invitation on to a friend who would also appreciate The Reporter -- and the savings this introductory offer brings.

THE REPORTER

660 Madison Avenue, New York, New York 10021

Take the Communists, for example...



"...(the) chairman of the OAS Council said of the Havana Conference that '...no event threatens more dangerously the territorial and political integrity of our continent....' There was not much question that Moscow was the chief planner as well as omnipresent manager of the conference...that called for intensifying the anti-imperialist nature of the national liberation movements....The central issue was stated before the OAS by Colombian Ambassador Alfredo Vazquez Carrizosa, who said, 'If there is to be war and no peace, let it at least be known who declared it.'"

PAUL BETHEL

in *THE REPORTER*, March 24, 1966

Out of the Havana Conference—a gathering of 600 Communist leaders from three continents—came a master plan for accelerated subversion and guerrilla warfare in this hemisphere. But, *except for THE REPORTER*, the conference was virtually ignored by the U.S. press.

The Reporter...news with built-in hindsight

or the vitamin healers...

"Millions of well-fed Americans believe that they stand in daily peril of dietary deficiency and that no amount of ordinary staple foods will make them safe.... (This is) the most widespread and expensive quackery in the United States today."

RALPH LEE SMITH

in *THE REPORTER*, December 16, 1965

This *REPORTER* story unveiled the business which milks 10 million trusting Americans of more than \$500 million every year.

The Reporter...news with built-in hindsight

or the merchant marine...

"The greatness of the United States in the coming decades may well depend on how well the oceans are made to serve the American people, who know or care little about them.... If the U.S. is to remain the world's foremost nation, it must have a necessary control over these (merchant) ships. This is seapower, and we do not have it now."

REAR ADMIRAL JOHN B. HAYES (USN, RET.)

in *THE REPORTER*, January 13, 1966

When this penetrating article appeared in *THE REPORTER*, most Americans didn't realize that the U.S. does not have enough of its own flag ships to support our troops in Vietnam. *THE REPORTER* pointed up this vital weakness, and it had its effect where it counts most—in defense planning.

The Reporter...news with built-in hindsight

The best news reporters admit it:

They *read* THE REPORTER for information they can't find elsewhere. They *need* THE REPORTER because it reports the unreported.

They *use* THE REPORTER as a prime source of news and editorials.

Hoopla? Not at all. The list of important newsmen and media that quote THE REPORTER is singularly impressive:

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The Los Angeles Times

Rowland Evans
The American Broadcasting
Company
Edward P. Morgan
The Christian Science
Monitor

Proof: 32 Journalism Awards

THE REPORTER and its writers have been honored 32 times. No wonder THE REPORTER has been called the magazine that "informs the people who keep the public informed." The awards are:

The Overseas Press Club Award
(five times)

The George Polk Memorial Award
(five times)

The Page One Award

National Conference of Christians and Jews
Brotherhood Award
(five times)

Sigma Delta Chi Award

Sidney Hillman Foundation Award

American Medical Association's Medical
Journalism Award

International Federation of the Periodical
Press, Certificate of Honor

Lincoln University Seventh Annual Award

Benjamin Franklin Magazine Award
(twice)

Benjamin Franklin Magazine Citation
(three times)

Heywood Broun Award

National School Bell Award
(three times)

Society of Illustrators' Citation for Merit
(twice)

Join in Isn't it time *you* found out why THE REPORTER has been so honored, heeded, quoted, respected? Isn't it time *you* tried the only news magazine with built-in hindsight? It's easy.

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